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TO: J. J. Morgan

DATE: June 15, 1982

FROM: Jon N. Zoler

SUBJECT: MUL Blue vs. Yellow Pack Test

Attached are the results of the Merit Ultra Lights Blue vs. Yellow Pack Test. The identical Merit Ultra Lights 85's production cigarettes were packaged in both packs. Three smoker samples were queried: smokers of Merit Ultra Lights, Merit, and a cross-section of other low tar brands (3-15 mg.).

In terms of overall product preference, Merit Ultra Lights smokers preferred the cigarettes in the Blue pack by nearly two to one. By contrast, Merit smokers significantly preferred the cigarettes in the Yellow pack. The low tar cross-section slightly preferred Yellow over Blue.

As to product perceptions, all three smoker groups perceived the cigarettes in the Blue pack as somewhat milder than the cigarettes in the Yellow pack. Merit Ultra Lights smokers perceived the cigarettes in the Blue pack as being lower in tar and nicotine, less harsh and having an easier draw.

When asked specifically about which pack they preferred, all three smoker groups preferred the Blue pack over the Yellow: Merit Ultra Lights smokers by more than four to one, the low tar cross-section by a significant margin, and Merit smokers directionally.

These data strongly suggest that there would be no advantage in switching Merit Ultra Lights Non-Menthol packaging from Blue to Yellow. On the contrary, the current smokers of Merit Ultra Lights overwhelmingly prefer the cigarettes in the Blue pack and the Blue pack itself. While Merit smokers prefer the cigarettes in the Yellow pack, they nevertheless prefer the Blue pack over the Yellow. The opinions of the low tar cross-section are mixed. Because of a probable adverse reaction among Merit Ultra Lights smokers in switching to a Yellow pack together with little measurable gain from other smokers, we recommend that this packaging change not take place.

JNZ/ng
Attachment

cc: H. Cullman
R. A. Fitzmaurice
S. P. Pollack

Jon

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Source: https://www.industrydocuments.ucsf.edu/docs/gkpj0004